

To: Maney, F, Richards, M, Mitchell, Greg, Grossberg, S, Dibenedetto, Charles A.,
Gambardella, Mark R., Brown, Greg
From: O'Rourke, Rory
Posted: 11/17/97 16:27
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Subject: WINSTON BOX Prebooking Allowance

We received several excellent ideas on how best to work the Winston BOX New Distribution Prebooking Allowance. Since the program began today and runs for only 5 weeks, it is really too late to develop a region plan that will work for everybody.

BOTTOM LINE:

Each division should do what you think is best. Keep in mind the following guidelines:

1. The program only runs for 5 weeks. It ends on December 19, 1997.
2. We must keep within the gap strategy. (No deep discounting with this allowance) Our problems seem to be one of getting the retailer to order the product, not providing a greater incentive for the consumer to purchase it.
3. Salem Test Area - Do not loose focus on this important introduction. We need to gain the greatest penetration on this product. Calling on NEW doors gains us penetration, not calling on the doors already called on.

Due to the short time frame, I will e-mail the letter outlining the basic program to all reps with a laptop today. A hard copy will be mailed out to all selling reps this week. You will need to add your twist to the program on your own.

Good luck, and lets sell some product.

Rory

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